

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

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R 120645Z APR 76

FM AMEMBASSY JAKARTA

TO USDOC WASHDC

INFO AMEMBASSY KUALA LUMPUR

AMEMBASSY SINGAPORE

AMEMBASSY MEDAN

AMCONSUL SURABAYA

SECSTATE WASHDC 3768

UNCLAS JAKARTA 4766

USDOC FOR OIM AND COZART (BIC/SPECIAL ACTIVITIES DIVISION)

E.O. 11652: N/A

TAGS: BEXP, ID

SUBJ: MINING AND MATERIALS HANDLING SEMINAR (MHE)

REF: (A) JAKARTA 3152, (B) USDOC 4800,

(C) SINGAPORE 1595

1. EMBASSY ACCEPTS USDOC JUDGMENT THAT OIM MIGHT FIND IT DIFFICULT ORGANIZE COMBINED MHE/MINING EVENT FROM WASHINGTON END. EMBASSY, HOWEVER, CONTINUES BELIEVE VARIOUS REF (A) MHE PRODUCTS WOULD STRONGLY COMPLEMENT EACH OTHER FOR INDONESIAN MARKET IF PRESENTED IN SEMINAR AND WOULD NOT CREATE "UNWIELDY" EVENT. ALSO, ONE YEAR DELAY (RECOMMENDED REF B) FOR COMBINED MHE EVENT WILL LIKELY MISS TIMING OF PURCHASE DECISIONS FOR SOME IMPORTANT OPPORTUNITIES.

2. EMBASSY NEVERTHELESS REPLIES AFFIRMATIVELY TO BOTH QUESTIONS RAISED REF (B) PARA 7 WITH PROVISOS LISTED THEREIN. RE MARKET RESEARCH MENTIONED PART B SAME PARAGRAPH, EMBASSY WOULD LIKE POINT OUT THAT OUR INVESTIGATIONS THUS FAR HAVE IDENTIFIED SPECIFIC RATIONALE FOR EDUCATIONAL TYPE SEMINAR PROPOSED REF (A) UNCLASSIFIED

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FOR 1976. SIMILARLY WELL DEFINED RATIONALE FOR FULL-

SCALE PRODUCT EXHIBITION TO BE HELD ONE YEAR LATER REMAINS TO BE IDENTIFIED. WHILE EMBASSY WOULD PREFER THAT USDOC AWAIT RESULTS UPCOMING COMPREHENSIVE MARKET BEFORE COMMITTING TOO STRONGLY TO SPECIFIC FORMAT FOR PROPOSED 1977 CARGO AND MATERIALS HANDLING EVENT, WE RECOGNIZE PROCEDURAL REQUIREMENTS FOR LEAD TIME AND OPT FOR MHE OFF SITE IN JAKARTA AUGUST 1977. IT BEING CLEARLY UNDER-STOOD THAT IF COMPREHENSIVE MARKET SURVEY REVEALS WE HAVE MISSED ONTIMING THAT SHOW COULD BE SCRUBBED AND RESOURCES UTILIZED FOR ALTERNATIVE OPPORTUNITY TO ACHIEVE SIGNIFICANT EXPORT INCREMENT IN THIS OR OTHER MARKETS.

3. ACTION REQUESTED: IN LIGHT OIM UNFAVORABLE RESPONSE BOTH IN 1976 GENERAL MHE SEMINAR (JAKARTA) AND PREVIOUS 1975 SUGAR PROJECT SEMINAR/CATALOG SHOW (SURABAYA), EMBASSY WOULD APPRECIATE GUIDANCE CONCERNING STEPS BOTH EMBASSY AND OIM MIGHT TAKE FACILITATE MORE FAVORABLE OIM RESPONSE TO FUTURE MISSION PROPOSED EVENTS THIS TYPE. EMBASSY REALIZES SOMEWHAT SHORTER THAN CUSTOMARY LEAD TIMES WERE INVOLVED IN PLANNING THESE EVENTS. HOWEVER, IN BOTH ABOVE CASES WE WERE TARGETING ON SPECIFIC MAJOR SALES OPPORTUNITIES WHOSE MARKET TIMING SUGGESTED NEED FOR QUICK PROMOTIONAL RESPONSE. EMBASSY CONSEQUENTLY SELECTED PROMOTIONAL VEHICLES THOUGHT TO REQUIRE COMPARATIVELY MINOR WASHINGTON LOGISTICAL BACKUP AND THEREFORE LIMITED LEAD TIMES, I.E., UNDERSTAND THAT THREE-SIX MONTHS USUALLY CONSIDERED MINIMUM. IF TIMING OF FUTURE USG SPONSORED PROMOTIONAL EVENTS IS TO CORRESPOND WITH ACTUAL MARKET OPPORTUNITIES, IT MUST BE RECOGNIZED THAT IN UNCERTAIN INDONESIAN ENVIRONMENT REALISTIC LEAD TIMES WILL OFTEN BE SIMILAR TO CASES CITED ABOVE. THEREFORE, PLEASE ADVISE WHICH OIM PROGRAMS (SEMINAR, CATALOG SHOW, TRADE MISSION, ETC.), UNDER WHAT CONDITIONS, COULD BE UNDERTAKEN IN LIGHT THESE LOCALLY DICTATED CIRCUMSTANCES AND REQUIREMENTS.

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